

## Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 08486 121617Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----061592 122350Z /66

R 092201Z SEP 77  
FM AMEMBASSY BOGOTA  
TO DEPTO DE COMERCIO, PUERTO RICO  
INFO USDOC PUERTO RICO  
USDOC WASHDC  
SECSTATE WASHDC 3695

UNCLAS BOGOTA 8486

FOR: JULIO A. BLASINI, ASST SECY

E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: PUERTO RICAN TRADE MISSION

1. IN RESPONSE TO YOUR LETTER TO COMMATT OF AUGUST 30, THE COMMERCIAL SECTION OF THE EMBASSY IS SENDING UNDER SEPARATE COVER: 1. INDUSTRIAL OUTLOOK REPORT: BEST PROSPECTS, AUGUST 11, 1976; 2. COMMERCIAL REPORTING: BEST PROSPECT, NOVEMBER 29, 1976; 3. PAMPHLET ON AUTOMOBILE EQUIPMENT TRADE MISSION. THE CHEMICALS REPORT OF AUGUST, 1976, RESPONDS TO MOST OF THE ITEMS AND PRODUCT CATEGORIES ON THE FIRST TWO PAGES OF YOUR LETTER. THE BEST PROSPECTS REPORT ON NOVEMBER, 1976, WHILE NOT COVERING EVERY ITEM ON THE REMAINDER OF YOUR LIST, NEVERTHELESS AMPLY TREATS A VARIETY OF PRODUCT LINES IN WHICH YOU EXPRESS INTEREST, ESPECIALLY ELECTRICAL ENERGY AND TELECOMMUNICATIONS EQUIPMENT. THE THSD ITEM, THE TRADE MISSION PAMPHLET, ILLUSTRATES WHAT THE EMBASSY WILL PREPARE TO SUPPORT AND PUBLICIZE YOUR MISSION, PROVIDED THAT THE NECESSARY INFORMATION IS AVAILABLE TO US IN TIME. THE PAMPHLET MUST BE AVAILABLE BY THE TIME THE MISSION ADVANCE OFFICER ARRIVES AT THE POST, IN YOUR CASE, OCT 2. IN ORDER TO MEET THAT DEADLINE, THE EMBASSY SHOULD HAVE, BY SEPTEMBER 16,  
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PAGE 02 BOGOTA 08486 121617Z

THE FOLLOWING INFORMATION: -1. NAMES AND PRODUCT LINES OF PARTICIPATING COMPANIES; 2. NAMES AND POSITIONS OF PARTICIPATING COMPANY REPRESENTATIVES; 3. NAMES AND POSITIONS OF ANY ACCOMPANYING GOVERNMENT OFFICIALS; 4. RELEVANT HISTORY OF PARTICIPATING COMPANIES; 5. OBJECTIVES OF EACH MISSION MEMBER (DIRECT SALES, LOCATE AGENT, ETC); 6. OTHER RELEVANT INFORMATION THAT COULD BE USED TO HELP THE EMBASSY SELECT

A TARGET AUDIENCE.

2. WE REALIZE THAT THE LEAD TIME REMAINING FOR THIS PROPOSED MISSION IS SHORT, BUT WE HAVE FOUND THAT THERE IS NO SUBSTITUTE FOR PROPER ADVANCE PLANNING.

DREXLER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
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**TAGS:** BEXP, CO  
**To:** DEPTO DE COMERCIO PUERTO RICO COM MULTIPLE  
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**Review Markings:**  
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